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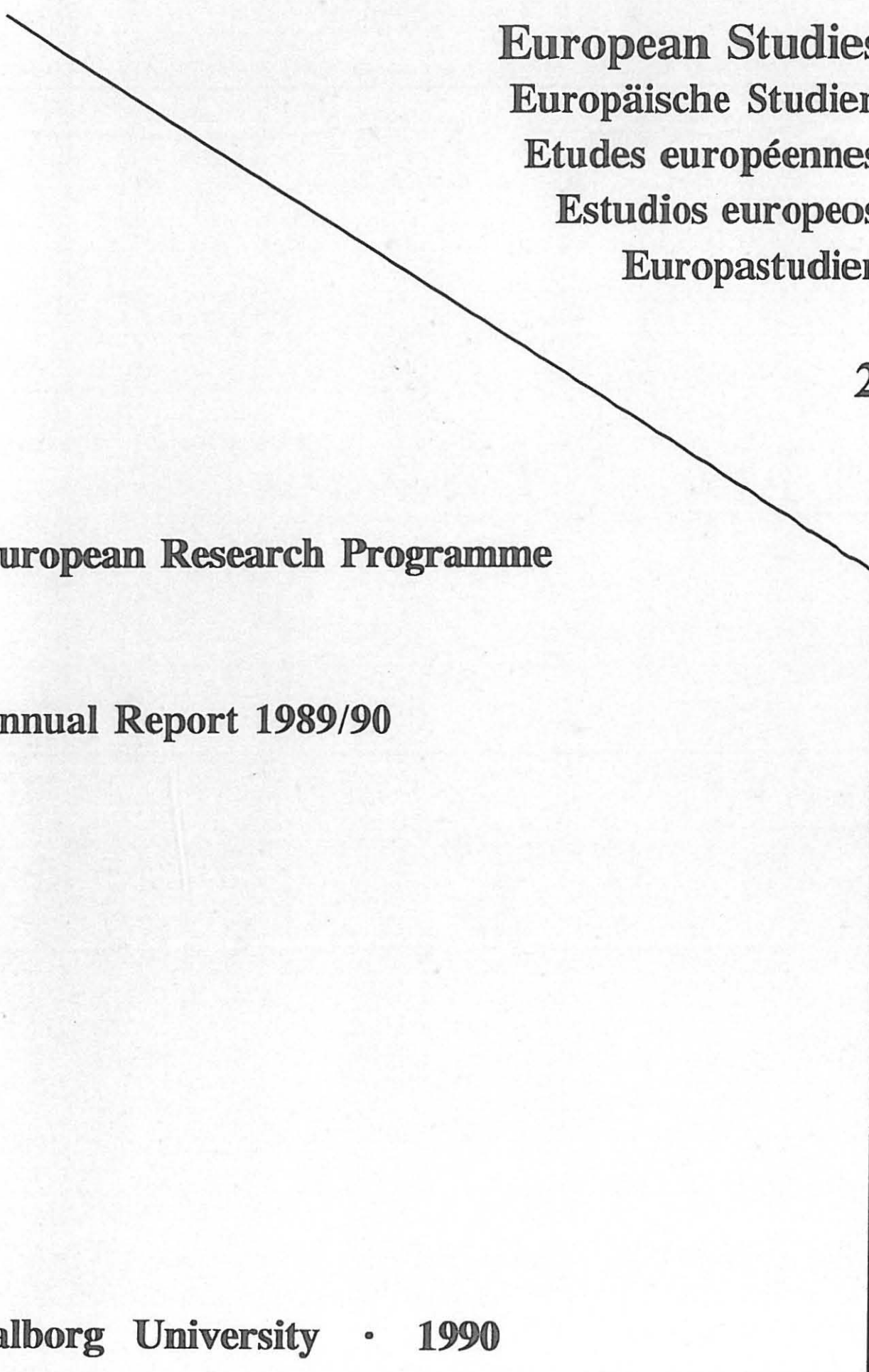
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European Research Programme

Annual Report 1989/90

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EUROPEAN RESEARCH PROGRAMME

Annual Report

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January 1 1991

PREFACE

The European Research Programme at Aalborg University was launched in the summer of 1989. We now feel that the time has come to present our first annual report - extended to one year and a half - to summarize our activities so far and to present our ongoing research in more detail than was possible in the broad research framework which was our starting point and which, up to now, has been the only introduction in English to the programme.

During this first activity period, we have put many efforts into establishing a common framework for our research, and we feel that we have come some way in this respect. Consequently, we are now in the process of establishing and expanding contacts with researchers from other universities, in Denmark as well as abroad.

We hope that this report will contribute towards many more contacts with researchers and other persons who take an interest in the EC and current European affairs.

1. THE EUROPEAN RESEARCH PROGRAMME AT AALBORG UNIVERSITY - AN INTRODUCTION

Background

In the summer of 1989, an interfaculty European research programme was established at Aalborg University, focusing on the EC and West European integration.

It was the result of a growing interest among staff and students alike in the future development of the EC and the economic, political and cultural consequences of the EC's endeavours to complete the single European market by the end of 1992.

The research programme is initially scheduled to run for a period of three years, and its official title is: **The European Communities: regional integration and national autonomy.**

As the title indicates, the primary focus of the programme is the **political interplay** between the EC and the different EC member states, but the programme also focuses on **the cultural diversity of Western Europe** and on the linguistic, cultural, and economic interplay between EC member states and between the EC and other parts of the world.

Staff and organisation

The research group consists of scholars from two faculties: the Faculty of the Humanities and the Faculty of Social Sciences. Both junior and senior scholars participate in the programme and, at present, some 10 researchers are involved in the programme. The research programme is located in the same university building, which allows for a high degree of collaboration among the members of the programme.

This form of organisation, however, is not just a practical feature but also indicates a large degree of **interrelatedness** between our activities and individual research projects.

From the outset, we have stressed the importance of close collaboration between the individual members of the research group, and have encouraged an **interdisciplinary, comparative, and intercultural approach** in relation to the EC and West European integration. Regular meetings are held once a week where topical issues are presented and debated, and problems related to individual research projects are discussed on a common basis. The members of the European Research programme - collectively or individually - also collaborate closely with other researchers at Aalborg University, in particular with the staff members of the International Studies Programme, and we have recently started to arrange seminars about topical "European" issues ¹.

Links between teaching and research

According to a long-standing and well-established university tradition, close links between teaching and research activities are seen as fruitful and mutually inspiring.

The study programme most closely linked to the European Research Programme is the so-called **European Year**, a one-year Master's degree course designed for students who wish to specialize in European Studies with special emphasis on West European integration. This programme was established in 1989. It is divided into two six-month semesters. The first semester is devoted to theoretical studies and analyses of West European economic, political and cultural developments. Part of the second semester, the students work as trainees in different European organizations, institutions or companies. The students attending the degree course are graduates in economics, political science, social science, administration or communication. Most members of the European Research Programme participate regularly in the teaching activities of this European Studies programme or other International Studies programmes with a European dimension. They give lectures or participate in seminar discussions on themes or subjects closely linked to their research activities, thus being able to integrate teaching and research.

¹ For a survey of seminars and conferences that we have attended and/or arranged, see the activity list at the end of the report.

Another development in 1989 that should be mentioned in this connection has been the establishment of a **Jean Monnet Chair** in European Studies at Aalborg University with financial support from the European Communities. Although the goal of this grant is to strengthen teaching activities both at undergraduate and graduate levels, it is also a means of strengthening the whole academic setting of European Studies at Aalborg University, due to the above-mentioned inter-relationship between teaching and research.

2. AIMS AND PERSPECTIVES

Aims

The overall aims of the programme are to tackle some of the basic questions related to the analysis of present trends within the Community and to examine the long-term political implications of 1992 for the twelve member states.

More specifically, the aims of the programme are:

- to contribute to the establishment of a multi-disciplinary, integrated research approach in relation to the EC
- to develop theoretical analyses by means of a basic research approach through conceptual analysis and model building
- to further knowledge about the preconditions and effects of the single European market

Perspectives

The past five years in the EC have been dominated by the conflict of ideas over 1992, the Single European Act, and the completion of the internal market.

Although the twelve member states are irrevocably committed to 1992, there are differing concepts of what 1992 is intended to bring about: whether an integrated Europe means co-operation between sovereign states or the merging of nations into a federal Europe.

The European Community promotes symbols of European nationhood - the EC flag, the European anthem, etc - when in reality the process of forming

a European identity has barely begun. Many member states refuse to even discuss the concept of a "United States of Europe" and object to what they see as an attempt on the part of the Community to merge the different national cultures and identities of Western Europe into "an identikit European personality", as Margaret Thatcher put it in her Bruges speech in September 1988.

The dichotomy of views on 1992 brings into focus - as a research area - the different emphases given to the internal market programme by the different member states, the background for national resistance versus national enthusiasm for European integration, and the degree of change inflicted by EC policy-making on the national systems involved. It also brings into focus the relationship between nationalism and supranationalism in a European context; i.e. the future roles of the nation-state and national cultures in "a Europe without frontiers", the relationship between the supranational rhetoric and ideals of the European Community on the one hand, and the interests and aspirations of politicians in the various member states on the other, and finally different national and regional perceptions of "Europe" and "European identity".

3. THEMES

Within this very broad perspective, the research programme has been differentiated into five dimensions or research areas, which differ as regards specific interests and questions asked, but which are all interrelated within the general framework of the programme.

Below is a brief **general** description of the five different research areas or themes that form the framework of the research programme. More detailed descriptions of the specific research **projects** that the different researchers are currently involved in are listed on pages 15-24

Theme 1: European economic integration: trends and consequences

Within this area, research focuses on the interplay between economic activities and the structure and institutions that constitute the "economic space" of the national states within the framework of an ongoing economic integration process in Western Europe. The creation of the internal market will influence diverging trends of economic development in different regions of the Community, thus making a comparative economic analysis suitable. Research also aims to provide analyses of the emerging monetary integration and the endeavours to establish a coordination of EC macro-economic policies, using a political-economic perspective.

Finally, research within this area focuses on the internationalisation and regionalisation of economic relations between enterprises and on the impact of national, cultural and linguistic barriers to micro-economic decisions related to the completion of the internal market.

Theme 2: The political system(s) of the EC

Research in this area focuses on the complex linking of national political systems, i.e. their internal political processes, their different ways of articulating national interests in an EC context, and the decision-making

processes at Community level. Research also aims to analyse the processes of political integration in the Community from the perspective of tensions within national political systems, underlining the ongoing and unsettled character of the debate about the future constitution of the Communities. The ideological dimension of the political integration of Western Europe is also a central research interest within this area: the existence and changes in West-European transnational ideological consensus about basic macro-economic and social strategies, and about the role and efficacy of political institutions as a prerequisite for coordinated EC policy-making.

Theme 3: Legal aspects of West European integration

Legal integration is a vital dimension of European integration. In a number of fields, the internal market implies a substitution of different national rules with common EC rules. Within this area, research thus focuses on different national traditions, especially different legal traditions that create both legal-technical and political problems for the integration of the legal systems of the different EC member states. Emphasis has so far been placed on the analysis of the EC's legal framework for transnational economic activities, i.e. company law, but the theme also relates to constitutional questions and questions regarding the status of EC-law in relation to national law.

Theme 4: Western Europe from a cross-cultural point-of-view

Research within this area focuses on the cultural diversity of Western Europe and how this diversity manifests itself in different national habits and traditions, different forms of communication and behaviour, and different ways of perceiving and portraying "self" and "others", e.g. in the form of national stereotypes about other countries.

Research also aims to provide comparative analyses of different kinds of cultures in Western Europe, - e.g. national, regional, political and corporate cultures - and to answer questions related to the formation, development and transformation of different kinds of cultures at both "macro"- and "micro"-levels of society.

Finally, research within this area focuses on nationalism and the role of the nation-state in European history, both with respect to their origin and evolution and with respect to the ideological and mental configurations in which nationalist phenomena may appear.

Theme 5: Language for Special Purposes (LSP) and interlingual communication in Western Europe

The hoped-for completion of the internal market in 1993 will further enhance the process of internationalization in Europe's business world. The linguistic competence of firms and organizations is therefore likely to become an even more important parameter after 1992 than it is today, not least because competition between rival European companies is expected to increase significantly with the completion of the internal market. Language, in other words, will remain the greatest single barrier preventing the creation of a genuine internal market, and any attempt to break new ground will be difficult - if not impossible - without the requisite linguistic skills. This particularly applies to minority-language countries like Denmark, Holland and Greece.

Research within this area therefore seeks to examine to what extent there is an awareness in Danish companies of the importance of language competence and what emphasis companies place on the linguistic quality of their external communication materials (brochures, letters of correspondence, etc.)

4. INDIVIDUAL PROJECTS

Theme 1

**Poul Thøis Madsen:
(PTM)**

**The nation - retarding or promoting economic
development?**

A major concern in at least some of the countries participating in the EC is whether the current development in the EC will end up with a good-bye - happy or sorrowful - to the nation as a (more or less) independent entity. Is it so that the nation forms a framework too narrow for economic and social development in the foreseeable future? (and in which sense is this the case?). Or more specifically, are the frontiers between countries only to be considered as defunct constructions which in reality block fruitful processes of growth?

An important touchstone for realising whether this is the case is how firms are attached to their mother-nation. Do they conceive the nation/nationstate as a fetter?

Several studies point towards firms still being mainly "home-based"; i.e. where the production starts up is where home is. Such a statement, however, implies a discussion and delimitation of the concept "home-based". But a preliminary and general hypothesis is that today's competition is compelled primarily by innovation, and the innovative vitality of firms is mainly founded in the home-country, because national innovation and production systems embody a collective knowledge. And this knowledge cannot simply be applied to the great world or be dismissed. (This line of thought connects with works by Lundvall on user-producer interaction - used by Fagerberg in analysing the Cecchini-report).

Furthermore, the question is how the internal market will affect nations' ability to attract firms and to create new firms and thereby also generate growth and prosperity. A point of departure (borrowed from Fagerberg) is that the more homogeneous nations are, the more an increasing degree of integration will promote innovation, because a large part of the innovative process takes place in the interaction between users and producers of new technology which, according to empirical work, ends up with the best results if the distance concerning culture, language, norms and standards is not too big. The implication is that the more EC development is able to harmonize nations, the more it will strengthen innovation. But will this homogenization tend to diminish the importance of the national specificities? Will it become accidental where firms set up their business or will the process leave central national characteristics untouched?

The project will result in a Ph.d. thesis expected to be completed in the autumn of 1993.

Henrik Plaschke:
(HP)

Economic integration in Western Europe

The focus of the research project is economic integration in Western Europe and the project includes three main dimensions, namely:

- 1) The position of Western Europe in the international economic system, especially the relationship with the USA.
- 2) Comparative economic development within Western Europe, including relations between the national economic systems in Western Europe, structures of dependence within the area and the significance of the nation-state as an "economic space".
- 3) The integration process in the EC, especially the development of the single market, monetary integration and cooperation, the meaning of "the social space" and the role of (macro) economic policies.

Special importance is attached to a comparative political economic approach, focusing on both the quantitative and more structural-economic aspects and on political-institutional conditions seen from a long-term comparative perspective.

Theme 2

Troels Norup Panild:
(TNP)

Changes of ideology on the political right in Europe 1965-1985. From welfare state Keynesianism to free market monetarism.

The project analyses the changes of ideology which have taken place on the political right wing in Europe in the 1965-1985 period. In the first part of the project, the consensus between the major social and political forces that emerged in Europe after World War II is analysed in theoretical terms and described in empirical terms. The different forms of critique from the New Right of this Keynesian consensus are then summarised. In the second part of the project, changes in ideology on the political right over the 20 years period are studied in four European countries: Great Britain, France, West Germany and Sweden. The study focuses mainly on the political parties but also takes into account the broader societal level by looking at changes in business and industry, in the intelligentsia and among voters. Different kinds of explanations and their relevance for each case study are then discussed. The explanations used are firstly to interpret the New Right tendencies as a reaction to an internal political threat coming from the left; secondly to see the strength of New Right tendencies as depending on the degree to which the post-war consensus had led to an integration of the different societal forces, also outside the framework of the state. In the conclusion, the trajectories of the different countries are compared, and it is discussed which perspectives the ideological and political developments open up for in terms of a more integrated European model.

The project will be completed in the form of a Ph.D in August 1991. Part of it has been presented at Aalborg University and at the European University Institute in Florence, Italy.

Staffan Zetterholm:
(SZ)

The EC as a multi-level political system.

The European Communities as a political system can be understood neither as a national political system writ-large nor as an international organization. It is sui generis. Some of the most intriguing features of the EC political system are the relations between national political problems and policies and EC political problems and processes. They are definitely linked but in a

rather complex manner. The theoretical aim of this project is to contribute to conceptual and theoretical elaboration - starting from confederation theory - needed to analyze national-EC political interactions involving a multicultural context.

One aspect to be analyzed in more detail is the unstable "constitutional" dimension of the EC and the political strategies and conflicts related to this. One could say that the EC is in the process of continuous constitutional change, in the sense that functions and competence of the different levels and institutions are not settled but highly politicized. The central supra-national institutions - the EC-Commission and the European Parliament - have their specific roles in trying to build support for a strengthening of the EC-level while national governments play multi-level games, trying to retain control over central decision-making power and to guard national sovereignty and at the same time to participate in the establishment of further common policy areas. This fighting over the constitutional regime is embedded in and interacting with the political processes related to the existing policy areas of the EC. The empirical material of the analysis will concentrate upon strategies - including rhetorical strategies - for building legitimacy or "diffuse" support for the EC supra- or extranational institutions and upon examples of national counter-strategies.

Theme 3

**Karsten Engsig Sørensen: Cooperation between companies in the EC.
(KES)**

The thesis deals with the legal aspects of the establishment of cross-border cooperation between companies. This involves elements of EC-law and a comparative analysis of the company law in Denmark, England, France and Germany.

The thesis is divided into two parts. The first part examines the corporate means which today form the basis of cross-border cooperation. Cross-border cooperation seems to happen in the form of groups of companies, but this creates some difficulties when the aim of the cooperation is a merger between two companies.

On the basis of the conclusions in the first part of the project, the second part examines the proposal for a 9th directive on company law (groups of

companies), the proposal for a 10th directive on cross-border mergers, the proposed regulation of a European Company and the regulation of European Economic Interest Grouping.

The project will result in a Ph.d. thesis to be completed by the end of 1991.

Theme 4

Bernadette Dubois:
(BD)

Organisational culture and communication:
symbolic networks in intercultural relations.

Firstly the project is a study of "organisational culture", the popularity, possibilities and limitations of the concept, and subsequently a comparative study of Danish and French/Belgian firms. As it is a relatively new trend for the Humanities to deal with business life, the project aims to contribute to the current debate with both theoretical and empirical investigations.

The project is thus a contrastive analysis of the Danish management-discourse seen in the light of the French management-discourse and its scientific analyses. The inspiration mainly originates from the systemic analysis, among others from l'Ecole Française de Sociologie des Organisations, by Michel Crozier and his more communicatively oriented successors as well as from the Palo Alto School (especially Watzlawick).

But what has all this got to do with Europe? In an international perspective the increasing cooperation between firms has a higher level of independence compared to the traditional intervention by the state. Demands on the individual firm, its "own culture" and internal integration, its capacity to communicate with firms from other cultures both from an organisational and a national point of view, its ability to renew itself, differentiate itself etc. will be determining factors in the intensified competition in Europe.

The influence from organisational and national cultures respectively must be distinguished between, if corporate cultures in different countries are to be compared with the communication barriers which already exist in the more concrete cooperation itself. As it is already difficult to communicate across organisational and technical cultures, is it then at all possible to communicate across national cultures? Or is there a cultural internationalisation in progress which on the contrary is making it easier for some subcultures to

communicate across national borders, which for well over 150 years have been said to be indisputable?

The project will result in a Ph.d. thesis expected to be completed by the end of 1991.

Ulf Hedetoft:
(UH)

Nationalism and supranationalism as mental forms of signification, discourse, morality and emotion in modern Europe, with particular reference to the European Community.

From the combined methodical vantage-point of cultural and mental analysis and political culture, the project in broad terms aims to inquire into the forms, roles and functions of 'orthodox' nationalism and the 'classic' nation-state in and for modern Europe - both in terms of political-ideological and popular ways of perceiving, structuring, evaluating and acting upon the world. The investigation will particularly be conducted in the light of the developments towards 'European integration' and the attendant forms of supranational consciousness, imagery, discourse and 'identity'. The point of departure will be a mental-analytical (rather than mental-historical) examination of nationalism and national identity in their European forms, based on cultural and semiotic views - a rather neglected area of research. Then, various forms of interaction between national and supranational mentality, discourse and signification will be analysed, in a quest for answers to questions such as the following: Is European national identity in the process of being transformed or even eroded, as some would maintain? Is there a popular basis in different European countries for the development of a supranational identity? Is there a political basis for it? How do such questions relate to the on-going debate about 'European culture'? What kind of links obtain between national and European symbolism? Are images of national selfhood and of the alien 'Other' currently being transmuted, and if so how? etc.

An integral and very important part of the project consists in comparative analyses of three specific national identities in the EC (UK, Germany, Denmark), in order to come up with concrete, empirically based answers to questions such as the meaning, extent and trends of 'European' v. 'national' consciousness in three countries representing each their own national history, mythology and political culture. This part will be based on data-collection (questionnaires and interviews of a 'qualitative' nature) in all three nations.

**Hanne Niss:
(HN)**

European corporate communications: Developing corporate profiles and communication strategies for the single European market.

An important aim of all international advertising is to distinguish the advertising company (and its products) from its competitors in a positive way, i.e. to develop a distinct corporate profile which can contribute to the creation of a favourable image of the company in the public mind. However, many international firms seem to have difficulties in developing a consistent image across national frontiers and tend to communicate incoherent profiles, resulting in consumer confusion and reduced product awareness.

This project therefore aims to identify possible methods for the development of coherent and distinct corporate profiles which can help international firms to develop better communication concepts for product promotion in Europe. The project also aims to determine to what extent it is possible for international firms to utilise differentiated communication strategies cross-culturally without damaging the core image of the organization.

The basic assumption upon which the project rests is that a successful international communication strategy does not necessarily imply complete standardization of advertising messages, but rather a consistent use of corporate symbols which reflect the basic corporate values of the organization and which can be communicated to different national audiences through different channels of communication without damaging the core image of the organization. In short, a communication strategy which allows for local flexibility and adaptability, taking into account cultural differences and different national perceptions of the company and its products, but which at the same time creates a coherent strategic umbrella for all the company's promotional activities.

The project will be closely linked to 3 or 4 competing firms in Europe, involving extensive empirical research and corporate interviews of a qualitative nature. In accordance with the aims of the project, the theoretical and empirical analyses will focus equally on how to develop a distinct profile internally in an organization and on how to communicate the profile externally.

The project will result in a Ph.d. thesis expected to be completed in the summer of 1993.

Ernst-Ullrich Pinkert:
(EUP)

"Development aid to Europe": Internationalisation and national identity in the light of the work of Enzensberger.

The project analyses the work of Hans Magnus Enzensberger, with particular reference to his critique of a divided Germany's search for identity - internally and in relation to the "developing countries". Special importance is attached to writings which explicitly focus on the subject "German" vis-à-vis European identity(ies)/selfperception: Europäische Peripherie (1965), Deutschland, Deutschland unter anderm (1967), Eurozentrismus wider Willen (1980), Ach, Europa (1987) and Europa in Trümmern (1990).

Dealing with Enzensberger in a European perspective is not only relevant because of the European focus of his writings, but also because of the European echo they have provoked, especially his critical essays on culture have been translated all over Europe and have played an important role in the international cultural debate since the 1960's. In his dealings with Europe in the 1960's and 1970's, Enzensberger, who represents a new democratic Germany - "The other Germany" - has focused on "Eurocentrism" and on Europe's neocolonial relationship with the developing countries. The anti-colonial movements in the "Third world" were earlier the main element of his "Utopian perspective". Here he found "another sort of Reason" than the one Europeans live by. In the last 10 years he has become more sceptical of this "other sort of Reason" and has concentrated more on the complexity of European cultures. He has always been opposed to the identification: Europe = Western Europe, and portrays European identity from the fringes of Europe. This especially makes him an interesting topic in the current debate about Danish identity in Europe.

Theme 5

Amparo Giese:
(AG)

Intercultural communication - French and Danish communication patterns in a commercial perspective.

The project aims to analyse intercultural communication as an important factor in commercial competition, and will illustrate the cultural differences which continue to be preventive barriers for effective communication between Danish and French firms.

The point of departure of the research project will be the extensive research which in the last few years has been conducted in the USA and Europe, and which has contributed to the development of new theories within "Managerial Communication". Only recently, however, has there been an attempt to connect business behaviour in different countries with their cultures.

The project aims to identify the (measurable) cultural values which determine or affect behaviour, attitudes, views, customs and practices in different directions in French and Danish business life.

In the light of this, a comparative study of Danish and French communication patterns in commercial affairs aims to illustrate:

- 1) situations in which the communication fails or breaks down,
- 2) whether it is possible to outline certain patterns for the outbreak of communication problems,
- 3) to which extent the difficulties arise on the grounds of verbal, non-verbal, social or individual factors,
- 4) whether certain forms of behaviour, attitudes and customs in Danish and French business life respectively make up preventive barriers to communication, and
- 5) how the above mentioned cultural patterns can be tied to characteristic or universal values of the national culture in question.

**Jens Hare Hansen: Syntax in technical brochures.
(JHH)**

The purpose of this project is primarily to try to identify syntactical structures characteristic of technical brochures, written in German by persons having German as their mother tongue. The analytical point of departure is that the texts are of a technical and commercial nature.

In the theoretical part, theories about the horizontal and vertical layers of technical language will be related to language typically used in technical and commercial brochures.

In the rest of the project, emphasis is placed mainly on translation. The long-term aim is to be able to utilize theoretical knowledge about syntactical conventions in connection with translations of technical brochures from Danish into German. For example: Which strategy should be used when the objective is to produce a functionally adequate translation?

5. ACTIVITY LIST

Conferences and seminars

- March 1989: Conference in London about the Internal Market, organised by the University Association for Contemporary European Studies (UACES). (SZ)
- Workshop about the Internal Market and the Nordic countries, organised by the Copenhagen Business School. (SZ, TNP)
- Paper: "The national state, independence and integration - the case of the internal market". (TNP)
- May 1989: The European Community Study Association's inaugural Conference: The European Communities in the 90's, held in Washington DC, USA. (SZ)
- Research Course at Sostrup Manor on: "Theories and paradigms in international relations", organised by The Institute of Political Science, Århus University. (TNP)
- Paper: "The influence of the international system on the creation and maintenance of consensus in the welfare states".
- July 1989: Nordic Summer University's summer session in Finland. (BD)
- August 1989: Symposium on: "Contrastive linguistics - methods, principles and cooperation possibilities", Århus Business School. (JHH)
- September 1989: Conference at the European University Institute (EUI), Florence, on: "What is Left?" (TNP)
- October 1989: Conference at the EUI, Florence, on: "The European parliament and the national parliaments". (TNP)

- Conference in Middelfart, Denmark on: "Cultural differences in management". (AG)
- November 1989: Symposium on: "Stereotypes in Europe" at Aalborg University, organised by Center for Cultural Research, Århus, The European Research Unit and The Cultural Research Group, Aalborg University. (JHH, UH, HN)
Talks: "The national 'Image of the Other' as a culture-sign" (UH). "National stereotypes in international advertising" (HN).
- Seminar on: "Strategies for in-service training", at the Jouret Management Center, Brussels, Belgium. (BD)
- December 1989: Symposium on: "Politique et culture d'entreprise", organised by Institut d'administration et de gestion, Université de Louvain, Belgium. (BD)
- March 1990: Conference at EUI on: "Profitsharing". (TNP)
- Europeanists Convention of the Council of European Studies, Washington DC, USA. (SZ)
- Symposium on: "Dire l'entreprise" in honour of the 30th anniversary of l'Institut de Communication Sociale, Université de Louvain, Belgium. (BD)
- Conference at the Copenhagen Business School on: "From technical textbodies to research on technical language". Organised by the Danish Research Council for the Humanities. (JHH)
- May 1990: Conference at EUI on: "Environmental policy, cooperation between Eastern and Western Europe". (TNP)
Paper: "Environmental cooperation between the Nordic countries and Eastern Europe - regional cooperation and ecological modernisation in the region of the Baltic Sea".

- June 1990: Workshop at EUI on: "Evaluation of the EC-commission's environmental research programme in the social sciences". (TNP)
- Seminar organised by The Danish Society for European Law on: "Company law in the EC". (KES)
- August 1990: "The second international conference for the study of European ideas", devoted to the theme of "European nationalism", Leuven, Belgium. (UH)
Paper: "Euro-nationalism - or how the EC affects the nation-state as a repository of identity".
- October 1990: Seminar at Aalborg University on: "National symbols and national identity" organised by the Research Committee of the Department of Languages and Intercultural Studies and the European Research Unit. (JHH, AG, HN, UH, EUP)
Talks: "French national symbols" (AG), "National symbolism in European advertising" (HN), "National identity, political symbols, political culture" (UH), "Change of political symbols and symbols of political change in GDR - 1989/90" (EUP).

Lectures

- November 1989: Vrå Folkehøjskole, Denmark. (HN, UH)
Talks: "Politics and culture in Great Britain". (UH)
"British images of Denmark". (HN)
- March 1990: Aalborg University. Lecture given to BA-students of Languages and Business Economics on: "National symbolism and signs in international advertising". (HN)
- Faculty of the Social Sciences, Aalborg University. (UH)
Talk: "National identity as a political and cultural category in Western Europe".

- April 1990: NOVI, Aalborg O. (EUP)
Talk: "Germany - where is it? - Problems regarding German identity after the fall of the Wall".
- Aalborg University. Lecture given to American students on: "EC-dynamics and 92". (SZ)
- September 1990: Borremose Ungdomsskole. (EUP)
Talk: "German symbols, stereotypes and the question of German identity".
- November 1990: The National assembly of "Handelsskolernes Engelsklærerforening", Horsens, Denmark. (HN, UH)
Talks: "Thatcherism: The national question, the EC and the economy" (UH), "The Thatcher experiment" (HN).

Visiting fellowships, staff exchange, etc.

- Oct. 1989-Sept. 1990: Karsten Engsig Sørensen: Visiting Fellowship in International Business Legal Studies, at University of Exeter, England.
- Sept. 1989-Aug. 1990: Troels Norup Panild: Visiting Researcher at the European University Institute, Florence, Italy.
- Sept. 1989-Jan. 1990: Bernadette Dubois: Visiting Fellow at l'Université Catholique de Louvain, Institut de Sciences Politiques, Economiques et Sociales, Département de Communication Sociale, Brussels, Belgium.
- March 7 1989: Staffan Zetterholm: Meeting with the University Relations Department of the EC-Commission in Brussels, Belgium.
- March 12-14 1990: Peter Toft Nielsen from the EC-Commission visits the European Research Unit and the European Studies Programme.
- 25 March-1 April 1990: Staffan Zetterholm: Visiting lecturer at St. Clouds University, Minnesota, USA.

- 31 May 1990: Amparo Giese: Debate meeting at Business Club franco-danois, on: "Management en France et au Danemark" in Paris, France.
- October 1990: Henrik Plaschke: Meeting with Jean Monnet Chair holders in political science in London, England.
- November 1990: Henrik Plaschke: Meeting with Jean Monnet Chair holders in economics on: "European integration", Université de Lille, France.

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